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## How Main Street USA can survive in the Amazon Age.

Traditional brick and mortar is not dead but in desperate need of reinvention.

- **Forget the printed yellow pages - own your online voice.** Your social media pages and your business website are your digital door. Today's digitally-savvy customers are researching options on-line and using social media to direct them to your storefront.
- **Live the words "Shop Local!"** Small businesses have an advantage that Amazon will never have. Many small retailers have been a part of their communities for generations and are a key pillar of the local economy. People have a desire to support businesses in their own community. Make sure your business supports the community and toot your own horn about the organizations you donate to and serve.
- **Focus in on what you are good at.** You have to do what you do, only better. You have to create a business that cannot be compared to Amazon. How are you unique? Focus in on that item, inventory or service and be the best.
- **Customer Service!** Amazon can't do customer service like a small business can, they're too big. Your business can provide personal one-on-one service. Perfect your companies customer service practices. Everything you do as a brand - from social media outreach to content marketing efforts - must have this personal and close-connected feel to it. It's about cohesion, connection and knock-out service.
- **Create an experience.** By creating a personalized customer experience that resonates with people, small business can differentiate themselves from the convenient-but-impersonal experience of Amazon. History, workshops, tastings, tours and seminars are just a few ways to get people interested in your business.